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PRODUCTION AND MARKETING ADMINISTRATION  
Fruit and Vegetable Branch  
UNITED STATES DEPARTMENT OF AGRICULTURE

AVAILABILITY OF CERTAIN FRESH FRUITS, CANNED  
FRUITS, CANNED JUICES, AND DRIED FRUITS IN  
RETAIL FOOD STORES, NOVEMBER 1949



Washington, D. C.

January 1950



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Availability of Certain Fresh Fruits, Canned  
Fruits, Canned Juices, and Dried Fruits in  
Retail Food Stores, November 1949

INTRODUCTION

This report summarizes information on availability of certain fresh fruits, canned juices, canned fruits, and dried fruits in retail food stores throughout the United States during November 1949. This is the third report of this nature issued by the Fruit and Vegetable Branch, Production and Marketing Administration; the first report, issued in June 1949, reported availability of these products in April 1949; and the second, issued in October 1949, reported availability in August 1949.

This report is presented in three parts. Section I includes a group of summary tables in which data from the November 1949 audit are compared with similar information from audits conducted in August 1949, April 1949, and October 1948. Section II includes a series of tables presenting more detailed data on availability from the November audit and information with respect to retail inventories of dried fruits for this same period. Section III represents information on availability of fruits based on stores customarily handling fresh fruits and vegetables. For further explanation see note at head of Section III.

The data on availability of fruit and fruit products were obtained from a national probability sample of 1,816 retail food stores distributed among 5 regions, plus the cities of Chicago and New York, as shown in table 1. Within each of the 5 regions, the sample was comprised of approximately 50 counties with an average of 5 to 6 sample stores per county. Large stores were sampled at a heavier rate than small ones in order to obtain better representation of the large stores than would have been possible in the case of proportionate representation. In this report data are presented by: (1) Size of store (annual dollar volume of store business); (2) type of store management; (3) city size; and (4) geographic region as illustrated in figure 1.

This work was conducted for the U. S. Department of Agriculture under contract by the Industrial Surveys Company, Inc., with funds authorized under the Research and Marketing Act of 1946.

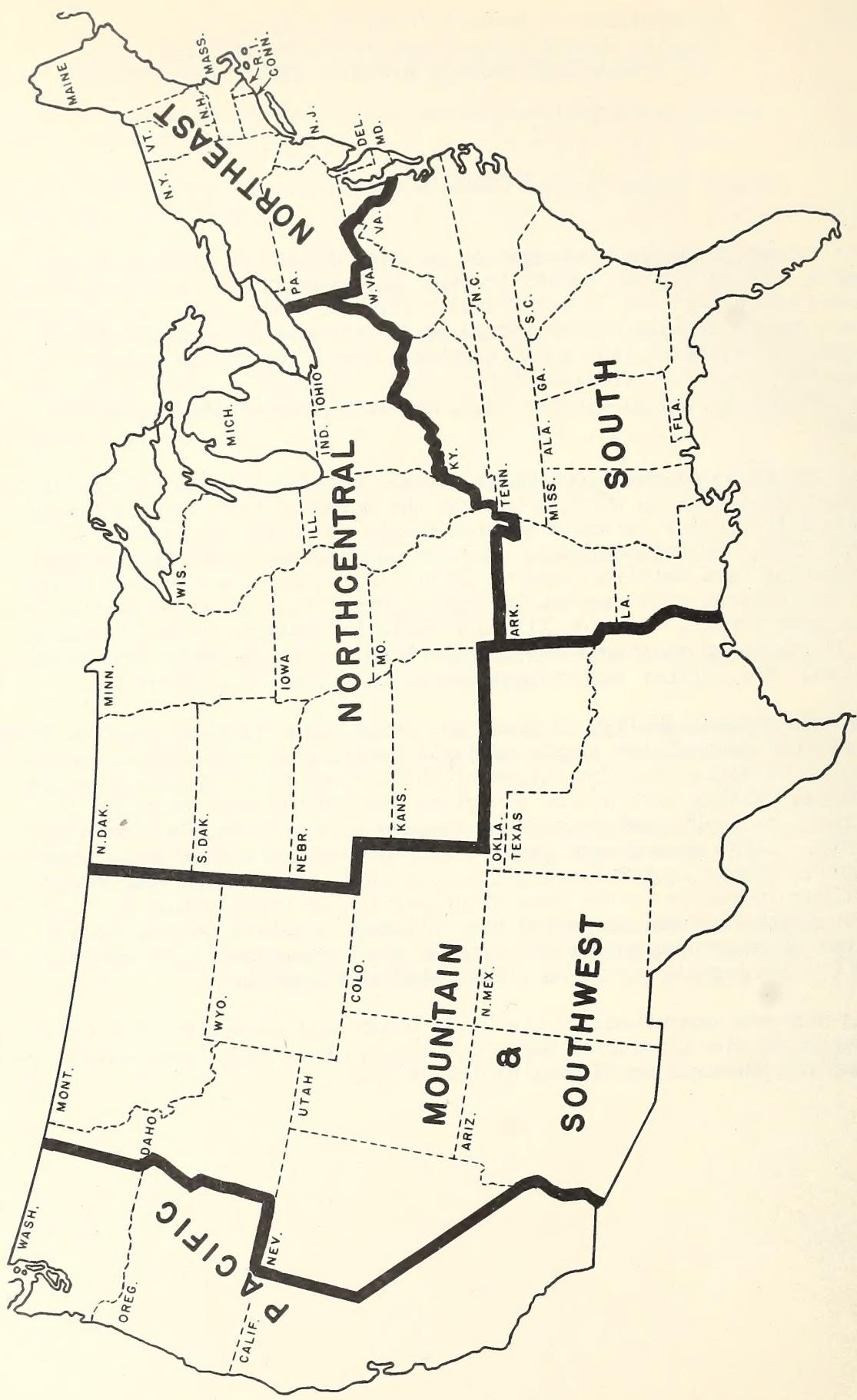


Figure 1.-- Regions for national retail food store audit.

Table 1. - Composition of sample of retail food stores included in national retail food store audit 1/ - November 1949

Classification	Stores number	Classification	Stores number
U. S. total	1,816	City size, population:	
Dollar volume of store business annually:		Under 10,000	689
Under \$50,000	1,054	10,000 to 100,000	346
\$50,000 to \$100,000	438	100,000 to 500,000	257
\$100,000 to \$500,000	279	500,000 and over	524
\$500,000 and over	45		
Type of store management:		Region 3/ or city:	
National chains	55	Northeast	284
National and local chains	91	North Central	289
Independent groceries	1,664	South	273
All others 2/	6	Mountain and Southwest	280
		Pacific	330
		New York City 4/	181
		Chicago 5/	179

1/ Conducted by Industrial Surveys Co., Inc., for U. S. Department of Agriculture under RMA contract.

2/ Included miscellaneous types of stores (other than grocery stores) selling foods, such as department stores, delicatessen, service stations, and feed stores.

3/ Regions included the following States:

Northeast - Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Delaware, and Maryland;

North Central - Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, North Dakota, South Dakota, Nebraska, Kansas, Iowa, and Missouri;

South - Virginia, West Virginia, Kentucky, Tennessee, Louisiana, and Arkansas.

Mountain and Southwest - Idaho, Montana, Wyoming, Colorado, Utah, Nevada, Arizona, New Mexico, Texas, and Oklahoma;

Pacific - Washington, Oregon, and California.

4/ Not included in Northeast Region.

5/ Not included in North Central Region.



Section I

Table 2.- Fresh fruits: Comparative percentages of all retail food stores handling specified fruits, October 1948, April 1949, August 1949, and November 1949

Commodity	October 1948	April 1949	August 1949	November 1949
--- percent ---				
Oranges:				
Calif.-Ariz.	44.4	35.0	55.3	50.9
Florida	27.6	55.3	1/	36.4
Texas	7.8	3.7	1/	5.8
Unspecified	—	—	11.9	—
Total	71.1	79.0	65.7	77.1
Grapefruit:				
Calif.-Ariz.	8.3	5.0	1/	9.1
Florida	22.4	33.7	1/	26.4
Texas	13.3	14.1	1/	17.0
Total	47.2	56.6	1/	52.8
Lemons	66.5	69.5	75.5	73.0
Apples:				
Eastern 2/	32.5	19.7	1/	47.9
Western 2/	30.0	45.2	1/	41.9
Total	71.8	70.0	1/	79.9
Peaches	25.0	12.5	5/	31.7
Pears	1/	1/	1/	5/
Plums	53.6	59.2	31.6	66.7
Bananas	1/	7.8	60.3	1/
Berries (all)	47.4	1/	6.2	52.0
Grapes	1/	1/	36.8	1/
Watermelons	1/	1/	31.8	42.5
Cantaloups and other melons	1/	1/	1/	1/

1/ Data not available.

2/ Included apples produced in North Dakota, South Dakota, Nebraska, Kansas, Oklahoma, Texas, and all States to the east.

3/ Included apples produced in all States to the West of those listed in footnote 2.

4/ Mainly Bartlett variety.

5/ Mainly winter varieties.

RUA contract.

Components do not equal totals because stores carry more than one type of a particular commodity such as both California and Florida oranges; in other instances, the totals, include data on commodities not classified as to origin, and therefore not listed separately.

Table 3.- Canned Juices: Comparative percentages of all retail food stores handling certain canned juices, April, August, and November 1949

Commodity	April 1949	August 1949	November 1949	Commodity	April 1949	August 1949	November 1949
- - - - percent - - - -							
<u>Orange:</u>				<u>Apple:</u>			
No. 2 can	78.6	67.5	68.6	Qt. glass	33.3	23.4	35.5
46 oz. can	64.8	59.0	58.4	Other	11.5	12.6	18.3
Other	10.2	8.3	14.7	Total	39.9	32.0	44.4
Total	90.8	83.9	84.2	<u>Grape:</u>			
<u>Grapefruit:</u>				Qt. glass	46.5	45.9	49.4
No. 2 can	75.1	69.8	68.0	Other	43.8	50.5	56.1
46 oz. can	62.2	58.6	55.2	Total	65.8	68.6	74.1
Other	5.6	6.9	9.3	<u>Pineapple:</u>			
Total	86.8	84.1	81.9	No. 2 can	69.6	57.1	64.3
<u>Orange &amp; grapefruit blend:</u>				Other	41.9	38.0	45.8
No. 2 can	44.4	42.7	44.7	Total	77.1	68.4	74.1
46 oz. can	41.7	39.0	39.5	<u>Prune:</u>			
Other	2.2	3.1	4.2	Qt. glass	58.4	57.8	62.9
Total	57.3	56.2	56.9	Other	13.2	15.7	21.1
<u>Lemon:</u>				Total	61.9	62.3	68.0
5½ or 6 oz.	26.0	25.6	29.6	<u>Tomato:</u>			
Other	11.6	16.9	18.2	No. 2 can	81.2	81.5	73.3
Total	34.8	38.4	42.3	Other	56.6	61.0	75.7
<u>Tangerine:</u>				Total	89.9	92.1	92.6
No. 2 can	17.6	16.8	16.7	<u>Frozen orange concentrate:</u>			
Other	1.9	4.5	3.3	5½ or 6 oz.	16.7	24.2	31.1
Total	18.2	19.2	18.4	Other	9	1.9	1.3
				Total	16.9	24.5	31.4

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Components do not equal totals because some stores carry more than one size of container for a particular commodity.

Table 4.- Canned fruits: Comparative percentages of all retail food stores handling certain canned fruits; April and November 1949

Commodity and can size 1/		April 1949	November 1949	Commodity and can size 1/	April 1949	November 1949	percent - -
Applesauce				Grapefruit sections			
No. 2	71.9	72.5		No. 2	50.9	56.4	
Other	8.8	16.3		Other	9.3	13.4	
Total	74.5	77.5		Total	53.0	59.4	
Apricots				Clingstone peaches			
No. 2½	59.9	58.5		No. 2½	77.9	83.6	
Other	21.5	30.5		Other	39.1	52.7	
Total	65.2	67.0		Total	82.2	88.3	
Cherries, RSP				Freestone peaches			
No. 2	57.4	56.7		No. 2½	39.7	42.5	
Other	14.7	8.0		Other	14.7	19.8	
Total	62.4	58.7		Total	44.2	46.4	
Cranberry sauce				Pears			
16 oz.	71.5	76.2		No. 2½	61.4	66.4	
Other	6.2	9.1		Other	29.2	43.2	
Total	72.8	78.4		Total	68.3	74.6	
Fruit cocktail 2/				Pineapple 3/			
16 or 17 ozs.	69.9	70.7		No. 1 flat	59.6	58.2	
No. 2½	61.4	64.9		Other	66.5	75.1	
Other	25.5	38.0		Total	84.1	86.3	
Total	86.5	88.1					

1/ Included both tin and glass containers.

2/ Included mixed fruits and fruits for salad.

3/ Included sliced, crushed, tidbits, or crunches.

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 5.- Dried fruits: Comparative percentages of all retail food stores handling specified dried fruits, October 1948, April 1949, August 1949, and November 1949

Commodity	October 1948	April 1949	August 1949	November 1949
<u>Apples:</u>				
8 oz. carton	1/2	8.9	7.2	5.7
Others	1/2	10.1	5.4	10.5
Total	16.2	18.2	12.2	15.7
<u>Apricots:</u>				
11 oz. carton	1/2	15.8	12.5	17.2
Others	1/2	14.7	10.8	15.7
Total	27.4	29.2	22.4	30.9
<u>Dates:</u>				
8 oz. cello brick	1/2	3.2	1.8	5.1
Others	1/2	26.9	21.2	35.8
Total	34.3	29.3	22.5	39.1
<u>Figs:</u>				
8 oz. cello brick	1/2	4.1	2.1	4.8
Others	1/2	9.9	6.5	15.2
Total	13.4	13.4	8.3	18.0
<u>Peaches:</u>				
11 oz. carton	1/2	16.8	11.4	14.5
Others	1/2	16.3	8.7	15.7
Total	32.4	31.5	19.3	28.5
<u>Pears</u>				
Prunes:				
1 lb. carton	1/2	57.0	51.3	56.6
2 lb. carton	1/2	20.3	17.5	18.8
Others	1/2	12.2	7.8	10.1
Total	65.9	72.7	63.6	69.0
<u>Raisins:</u>				
15 oz. carton	1/2	53.9	49.3	57.5
Others	1/2	35.7	22.3	30.4
Total	68.8	79.5	66.2	78.2

1/ Data not available.

Source of data: National retail store audit conducted by Industrial Survey Co., Inc., under RMA contract.

Components do not equal totals because some stores carry more than one type of a particular commodity such as dried prunes in 1 pound and 2 pound cartons.

Table 6. Fresh oranges, grapefruit, and lemons: Availability by store volume, store type, city size, and region; October 1948, April 1949, August 1949, and November 1949

Classification	Oranges			Grapefruit 1/			Lemons		
	Oct. : 1948	Apr. : 1949	Aug. : 1949	Oct. : 1949	Apr. : 1948	Nov. : 1949	Oct. : 1949	Apr. : 1948	Aug. : 1949
U. S. total	71.1	79.0	65.7	77.1	47.2	56.6	52.8	66.5	69.5
Volume of store business:									
Under \$50,000	67.9	75.1	57.6	71.9	38.5	46.4	41.9	62.2	63.8
\$50,000 to \$100,000	83.3	86.7	82.4	87.3	69.2	78.5	73.7	79.5	80.9
\$100,000 to \$500,000	88.1	93.5	90.6	93.7	82.7	91.0	89.1	87.4	86.3
\$500,000 and over	92.3	92.9	95.3	95.2	91.5	91.0	90.6	92.3	92.9
Type of store management:									
National chains	86.3	94.4	96.1	94.4	83.9	2/	2/	85.7	93.6
Regional chains	2/	95.7	89.1	88.8	45.4	54.3	50.6	66.5	68.0
Independent groceries	71.6	77.9	63.9	76.1	2/	2/	2/	2/	2/
All others 3/									
City size, population:									
Under 10,000	70.5	78.7	61.1	78.4	40.8	51.5	47.8	67.0	68.0
10,000 to 100,000	78.3	86.5	73.7	82.5	53.1	64.6	60.6	69.3	75.9
100,000 to 500,000	79.7	86.8	80.7	82.9	56.3	64.9	60.3	76.8	79.1
500,000 and over	58.9	65.4	60.0	63.6	49.2	55.5	53.3	55.6	59.7
Region 4/ or city:									
Northeast	70.5	80.2	75.7	80.0	47.2	57.5	51.2	62.2	65.3
North Central	84.4	91.7	86.0	90.5	68.2	75.6	71.6	76.1	79.7
South	62.1	73.7	40.3	67.6	27.6	39.5	33.9	61.3	65.6
Mountain and Southwest	83.5	82.3	63.0	78.2	48.0	57.1	53.1	80.4	77.0
Pacific	88.7	90.3	85.0	87.8	73.9	74.6	71.7	87.0	86.2
New York City	47.0	49.7	46.6	50.3	43.4	47.6	44.8	45.2	48.7
Chicago	83.3	88.0	75.5	83.8	59.4	68.3	59.8	77.1	76.0

1/ Date not available for August.

2/ Included with national chains.

3/ Too few stores represented to permit showing as a separate category.

4/ Date for New York City and Chicago not included in regional totals.

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 7.- Fresh apples and pears: Availability by store volume, store type, city size, and region, October 1948, April 1949, and November 1949

Classification	Apples			Pears		
	Oct. 1948: Apr. 1949: Nov. 1949	Oct. 1948: Apr. 1949: Nov. 1949	Oct. 1948: Apr. 1949: Nov. 1949	percent	Oct. 1948: Apr. 1949: Nov. 1949	percent
U. S. total	71.8	70.0	79.9	25.0	12.5	31.7
Volume of store business:						
Under \$50,000	68.9	63.4	76.1	19.3	9.6	25.5
\$50,000 to \$100,000	81.9	84.0	85.7	34.5	15.9	36.8
\$100,000 to \$500,000	88.1	92.6	94.8	51.8	23.8	59.1
\$500,000 and over	92.3	91.5	95.2	79.3	53.7	84.0
Type of store management:						
National chains	87.5	97.0	100.0	64.5	42.2	89.3
Regional chains	1/	93.0	86.6	22.8	31.2	64.8
Independent groceries	72.1	68.4	79.1	11.0	28.8	
All others 2/						
City size, population:						
Under 10,000	72.9	67.6	80.7	13.8	4.4	21.2
10,000 to 100,000	77.2	77.5	86.9	29.1	13.5	39.0
100,000 to 500,000	78.3	80.2	88.7	31.7	17.9	42.8
500,000 and over	59.0	61.0	64.4	41.3	31.0	46.8
Region 3/ or city:						
Northeast	67.0	67.5	78.5	35.8	22.1	44.5
North Central	81.8	85.4	88.0	32.7	8.7	32.8
South	71.2	62.4	80.5	6.0	2.0	16.0
Mountain and Southwest	83.9	77.2	84.2	14.9	5.0	20.5
Pacific	80.9	82.0	90.4	37.1	11.4	36.3
New York City	45.7	44.9	48.6	36.5	33.7	39.8
Chicago	82.3	84.2	88.3	51.0	32.2	60.9

1/ Included with national chains.

2/ Too few stores represented to permit showing as a separate category.

3/ Data for New York City and Chicago not included in regional totals.

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 8.- Canned orange juice, tomato juice, and frozen orange concentrate: Availability by store volume, store type, city size, and region; April, August, and November 1949

Classification	Frozen Orange			Orange juice			Tomato juice		
	Apr. : Aug. : Nov.								
U. S. total	16.9	24.5	31.4	90.8	83.9	84.2	89.9	92.1	92.6
Volume of store business:									
Under \$50,000	11.3	15.5	21.3	88.4	80.3	80.8	87.3	90.5	91.0
\$50,000 to \$100,000	29.1	40.3	51.9	96.6	91.7	90.0	96.2	96.1	96.3
\$100,000 to \$500,000	39.3	54.4	60.2	98.4	94.2	96.2	97.5	96.2	96.9
\$500,000 and over	56.0	74.0	90.1	94.6	100.0	98.9	100.0	100.0	100.0
Type of store management:									
National chains	27.4	39.6	59.1	95.0	99.4	100.0	98.1	100.0	100.0
Regional chains	34.2	44.9	47.9	97.6	97.6	96.7	96.0	93.1	96.4
Independent groceries	16.4	23.1	29.9	90.4	82.9	83.2	89.4	92.0	92.2
All others <sup>1/</sup>									
City size, population:									
Under 10,000	9.9	17.3	20.9	91.1	84.7	84.9	90.3	93.2	93.4
10,000 to 100,000	22.5	30.6	40.6	92.7	83.5	85.8	91.9	92.6	93.5
100,000 to 500,000	21.1	30.1	45.0	92.5	85.4	85.6	88.8	94.2	97.5
500,000 and over	30.1	33.7	42.5	86.4	81.3	79.5	86.4	87.3	86.7
Region <sup>2/</sup> or city:									
Northeast	29.4	36.0	40.8	91.2	83.3	84.5	90.1	93.2	96.0
North Central	17.6	26.7	34.0	94.2	89.6	91.8	94.8	98.2	95.3
South	5.6	9.2	13.6	89.4	79.1	76.7	88.3	90.5	88.6
Mountain and Southwest	7.5	18.6	26.9	92.9	87.7	89.2	90.2	90.2	96.1
Pacific	13.1	30.9	49.1	94.6	91.1	94.4	96.0	96.9	98.0
New York City	27.3	31.5	39.2	81.3	75.8	71.8	77.5	78.1	80.1
Chicago	30.6	31.8	38.6	91.3	83.5	83.8	94.5	90.3	92.2

1/ Too few stores represented to permit showing as a separate category.

2/ Data for New York City and Chicago not included in regional totals.

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 9.- Canned applesauce, fruit cocktail, and clingstone peaches: Availability by store volume, store type, city size, and region; April and November 1949

Classification	Applesauce		Fruit cocktail		Clingstone peaches	
	April 1949	November 1949	April 1949	November 1949	April 1949	November 1949
U. S. total	74.5	77.5	86.5	88.1	82.2	88.3
Volume of store business:						
Under \$50,000	68.3	72.5	82.6	84.6	78.5	85.6
\$50,000 to \$100,000	89.6	87.7	95.6	97.1	91.1	94.6
\$100,000 to \$500,000	92.3	93.0	98.8	96.8	93.5	95.7
\$500,000 and over	99.5	96.6	94.6	98.9	89.3	100.0
Type of store management:						
National chains	89.8	97.5	95.4	100.0	91.0	100.0
Regional chains	91.7	94.6	95.8	98.7	91.0	95.6
Independent groceries	73.4	76.2	85.9	87.4	81.5	87.8
All others 1/						
City size, population:						
Under 10,000	68.4	70.0	84.6	86.8	79.4	88.4
10,000 to 100,000	61.2	85.6	89.6	87.4	86.4	89.5
100,000 to 500,000	77.8	87.6	87.5	98.1	85.9	91.3
500,000 and over	80.9	83.4	87.1	87.8	82.1	85.2
Region 2/ or city:						
Northeast	83.9	89.6	89.8	93.9	88.0	90.9
North Central	81.5	85.7	93.6	95.8	91.2	95.9
South	63.6	60.9	76.0	74.3	73.4	79.9
Mountain and Southwest	62.6	62.3	93.2	92.4	87.8	94.1
Pacific	78.5	85.7	94.1	95.5	90.5	90.3
New York City	74.9	76.2	79.7	80.1	72.2	77.9
Chicago	90.2	91.6	92.3	88.8	91.2	81.6

1/ Too few stores represented to permit showing as a separate category.

2/ Data for New York City and Chicago not included in regional totals.

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 10. - Dried prunes and raisins: Availability by store volume, store type, city size, and region;  
 October 1948, April, 1949, August 1949, and November 1949

Classification	Dried prunes				Raisins			
	Oct. 1948: Apr. 1949: Aug. 1949: Nov. 1949: Oct. 1949: Apr. 1949: Aug. 1949: Nov. 1949	Oct. 1948: Apr. 1949: Aug. 1949: Nov. 1949: Oct. 1949: Apr. 1949: Aug. 1949: Nov. 1949	Oct. 1948: Apr. 1949: Aug. 1949: Nov. 1949: Oct. 1949: Apr. 1949: Aug. 1949: Nov. 1949	Oct. 1948: Apr. 1949: Aug. 1949: Nov. 1949: Oct. 1949: Apr. 1949: Aug. 1949: Nov. 1949	Oct. 1948: Apr. 1949: Aug. 1949: Nov. 1949: Oct. 1949: Apr. 1949: Aug. 1949: Nov. 1949	Oct. 1948: Apr. 1949: Aug. 1949: Nov. 1949: Oct. 1949: Apr. 1949: Aug. 1949: Nov. 1949	Oct. 1948: Apr. 1949: Aug. 1949: Nov. 1949: Oct. 1949: Apr. 1949: Aug. 1949: Nov. 1949	Oct. 1948: Apr. 1949: Aug. 1949: Nov. 1949: Oct. 1949: Apr. 1949: Aug. 1949: Nov. 1949
U. S. total	65.9	72.7	63.6	69.0	68.8	79.5	66.2	78.2
<u>Volume of store business:</u>								
Under \$50,000	59.5	65.5	56.6	61.9	64.0	74.0	59.8	72.8
\$50,000 to \$100,000	86.8	90.2	77.5	85.6	86.3	93.2	78.8	91.5
\$100,000 to \$500,000	89.9	93.3	86.5	86.7	87.2	95.3	86.0	91.6
\$500,000 and over	99.2	99.3	90.3	100.0	100.0	100.0	100.0	100.0
<u>Type of store management:</u>								
National chains	90.1	95.9	83.6	98.5	87.2	99.7	87.2	97.2
Regional chains	1/	94.9	81.5	88.7	1/	95.1	78.1	91.5
Independent groceries	65.7	71.1	62.5	67.5	69.1	78.4	65.3	77.3
All others 2/								
<u>City size, population:</u>								
Under 10,000	62.6	69.3	59.2	65.7	70.6	79.1	63.5	75.8
10,000 to 100,000	67.4	75.0	66.1	68.5	66.6	83.2	71.1	82.8
100,000 to 500,000	68.6	75.7	70.0	76.0	72.3	76.1	72.2	85.2
500,000 and over	69.8	77.4	69.4	75.2	65.1	76.3	64.5	75.8
<u>Region 3/ or city:</u>								
Northeast	69.4	77.5	66.5	71.6	69.4	80.9	69.0	83.8
North Central	77.9	85.4	79.4	84.4	82.4	91.5	88.2	90.2
South	50.1	56.1	41.8	48.2	55.9	67.1	43.8	62.0
Mountain and Southwest	65.7	74.9	66.3	66.4	77.4	87.3	66.0	78.1
Pacific	83.5	82.8	82.7	85.7	86.5	88.5	87.5	91.6
New York City	66.7	70.6	59.0	66.9	56.2	70.6	52.2	66.9
Chicago	77.1	80.9	75.0	82.1	79.2	82.0	65.9	80.5

1/ Included with national chains.

2/ Too few stores represented to permit showing as a separate category.  
 3/ Data for New York City and Chicago not included in regional totals.

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 11.- Dried fruits: Comparison of inventories in retail food stores; April 1949, August 1949, and November 1949

Commodity	April 1949	August 1949	November 1949	Commodity	April 1949	August 1949	November 1949
--- 1000 pounds ---							
<u>Dried prunes:</u>				<u>Dried figs:</u>			
Carton	9,281.3	6,921.3	10,451.4	Carton	227.1	127.0	491.4
Transparent film bags	767.7	264.3	466.5	Transparent film bags	57.5	99.8	925.9
Others 1/	809.3	484.2	1,018.0	Others 1/	383.0	61.5	614.4
Total	10,858.3	7,669.8	11,935.9	Total	667.6	288.3	2,031.7
<u>Raisins:</u>				<u>Dates:</u>			
Carton	9,290.1	6,159.0	10,973.2	Carton	947.4	550.2	1,639.8
Transparent film bags	500.8	176.6	592.5	Transparent film bags	166.8	82.9	274.6
Others 1/	1,346.5	812.7	1,707.0	Others 1/	489.0	267.2	1,549.8
Total	11,137.4	7,148.3	13,272.7	Total	1,603.2	900.3	3,464.2
<u>Dried apricots:</u>				<u>Dried apples:</u>			
Carton	1,290.1	748.9	1,442.4	Carton	548.3	395.0	369.8
Transparent film bags	497.2	281.7	648.1	Transparent film bags	339.7	114.0	297.0
Others 1/	183.4	93.3	284.2	Others 1/	126.1	67.7	199.6
Total	1,970.7	1,123.9	2,374.7	Total	1,014.1	576.7	866.4
<u>Dried peaches:</u>				<u>Dried pears:</u>			
Carton	1,265.7	625.6	1,160.9	Carton	21.0	19.6	6.1
Transparent film bags	601.6	264.2	699.8	Transparent film bags	77.3	19.0	62.0
Others 1/	393.8	111.3	354.2	Others 1/	52.6	1.2	35.7
Total	2,261.1	1,001.1	2,214.9	Total	150.9	39.8	103.8

1/ Included paper bag, bulk, etc.

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under RMA contract.



Section II

Table 12.—Percentage of retail food stores handling fresh citrus fruits, November 1949

Classification	Oranges			Grapefruit					
	California	Florida	Texas	Total	Lemons	California			
Arizona	Arizona	Arizona	Arizona	Arizona	Texas	Total			
U. S. total	50.9	36.4	5.8	77.1	73.0	9.1	26.4	17.0	52.8
Volume of store business:									
Under \$50,000	45.1	33.3	3.9	71.9	66.5	7.3	22.3	10.9	41.9
\$50,000 to \$100,000	63.3	35.7	11.4	87.3	85.9	13.0	31.6	29.9	73.7
\$100,000 to \$500,000	67.2	54.5	9.3	93.7	94.1	13.6	43.0	35.7	89.1
\$500,000 and over	83.2	60.3	11.5	95.2	94.9	24.8	47.0	38.0	90.6
Type of store management:									
National chains	70.4	76.8	1.3	94.4	97.7	19.7	66.0	18.0	92.1
Regional and local chains	58.0	53.3	8.4	88.8	87.9	8.7	44.0	29.6	79.3
Independent groceries	50.0	34.7	5.8	76.1	71.7	8.9	24.7	16.4	50.6
All others <sup>1</sup>									
City size, population:									
Under 10,000	45.4	37.1	6.5	78.4	73.4	8.6	21.3	16.6	47.8
10,000 to 100,000	60.4	35.7	8.2	82.5	78.9	11.7	29.5	19.8	60.6
100,000 to 500,000	54.9	39.2	7.1	82.9	82.8	10.7	24.0	25.3	60.3
500,000 and over	52.8	33.7	.2	63.6	59.5	6.7	38.0	10.5	53.3
Region <sup>2</sup> or city:									
Northeast	59.5	43.3	—	80.0	70.9	7.9	40.6	1.4	51.2
North Central	80.9	31.5	6.2	90.5	83.7	10.8	19.4	40.3	71.6
South	7.8	58.5	1.5	67.6	68.4	2.1	27.3	2.5	33.9
Mountain and Southwest	48.3	2.3	38.1	78.2	78.1	8.4	2.3	43.2	53.1
Pacific	87.3	—	.3	87.8	87.4	52.8	7.6	20.1	71.7
New York City	42.5	29.3	—	50.3	48.6	2.8	42.5	1.1	44.8
Chicago	65.9	44.7	.6	83.8	76.0	5.0	19.0	38.0	59.8

<sup>1</sup>/ Too few stores represented to permit showing as a separate category.

<sup>2</sup>/ Data for New York City and Chicago not included in regional totals.

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Components do not equal totals because some stores carry more than one type of a particular product.

Table 13.- Percentage of retail food stores handling canned citrus juices, November 1949

Classification	Orange juice			Lemon juice			Frozen orange juice concentrate		
	No. 2	46 oz.	Other	Total	5½ oz.	6 oz.	can	Total	
U. S. total	68.6	58.4	14.7	84.2	29.6	18.2	42.3	31.1	1.3
Volume of store business:									
Under \$50,000	64.1	49.6	12.1	80.8	23.4	13.6	33.6	21.2	.8
\$50,000 to \$100,000	77.8	77.3	14.8	90.0	36.8	23.4	54.0	51.1	1.8
\$100,000 to \$500,000	82.5	83.6	28.9	96.2	53.7	25.6	75.8	59.5	2.5
Over \$500,000	86.9	96.7	43.3	98.9	80.1	59.4	95.9	85.0	11.3
Type of store management:									
National chains	96.3	93.0	35.0	100.0	84.2	53.4	95.8	59.1	2.9
Regional and local chains	89.3	81.5	28.2	96.7	63.0	36.7	84.0	46.1	5.3
Independent groceries	67.0	56.6	13.7	83.2	26.8	16.6	39.2	29.6	1.1
All others 1/									
City size, population:									
Under 10,000	67.3	56.8	15.4	84.9	22.9	17.5	35.6	20.5	1.0
10,000 to 100,000	68.2	60.8	13.9	85.8	38.0	21.8	52.5	40.1	2.2
100,000 to 500,000	71.3	58.9	18.7	85.6	35.1	15.4	43.5	44.9	1.2
Over 500,000	71.4	59.6	11.7	79.5	35.1	17.3	47.9	42.4	1.1
Region 2/ or city:									
Northeast	71.3	55.9	11.2	84.5	37.2	19.4	50.5	40.8	.6
North Central	62.2	79.3	11.3	91.8	34.3	31.2	54.4	33.7	1.2
South	67.5	37.2	14.1	76.7	9.2	9.3	17.0	13.3	.7
Mountain and Southwest	73.1	59.0	30.5	89.2	27.3	9.5	33.8	26.1	2.1
Pacific	85.7	82.1	22.6	94.4	64.1	11.7	71.0	47.0	6.6
New York City	64.6	54.7	12.7	71.8	36.5	7.7	41.4	39.2	1.1
Chicago	76.0	45.3	14.5	83.8	12.9	69.3	74.9	38.6	1.1

See footnotes at end of table.

(Continued)

Table 13.- Percentage of retail food stores handling canned citrus juices, November 1949 - Continued.

Classification	Grapefruit juice			Blended juice			Tangerine juice		
	No. 2	46 oz.	Other	No. 2	46 oz.	Other	No. 2	46 oz.	Other
	can	can	Total	can	can	Total	can	can	Total
U. S. total	68.0	55.2	9.3	81.9	44.7	39.5	4.2	56.9	16.7
Volume of store business:									
Under \$50,000	63.4	46.1	6.2	77.9	36.4	30.5	2.6	48.3	12.5
\$50,000 to \$100,000	76.2	75.5	11.7	89.7	63.3	57.5	76.8	22.1	2.3
\$100,000 to \$500,000	84.6	81.4	23.1	95.1	67.6	66.8	11.0	79.7	33.6
Over \$500,000	78.9	85.7	31.4	97.4	84.5	87.9	24.2	91.6	13.6
Type of store management:									
National chains	91.5	93.0	37.5	99.4	99.0	99.0	30.3	100.0	39.1
Regional and local chains	81.5	76.8	27.8	94.7	74.6	64.2	17.1	85.2	10.3
Independent groceries	66.8	53.4	7.8	80.9	42.2	37.0	3.1	54.7	3.0
All others 1/									
City size, population:									
Under 10,000	63.3	50.2	10.7	80.2	37.6	36.8	3.7	50.2	12.8
10,000 to 100,000	73.4	62.1	7.7	87.7	49.8	40.8	5.7	60.8	22.7
100,000 to 500,000	74.8	60.1	11.1	85.2	47.0	45.6	6.9	65.3	15.4
Over 500,000	70.8	58.3	6.2	78.0	57.4	42.5	2.6	66.7	21.1
Region 2/ or city:									
Northeast	68.4	53.5	5.7	79.5	57.3	48.5	4.4	69.2	19.6
North Central	62.2	71.4	6.5	89.1	46.7	54.4	4.4	68.2	17.8
South	64.6	53.1	8.5	74.1	23.5	14.0	2.3	29.1	10.3
Mountain and Southwest	78.8	61.0	25.4	91.8	32.9	24.9	7.0	41.5	17.7
Pacific	82.6	78.9	15.7	94.3	65.8	65.5	7.1	81.8	13.9
New York City	70.2	57.5	6.6	72.9	60.2	44.8	3.3	67.4	23.8
Chicago	67.6	45.8	9.5	79.3	56.4	40.2	6.7	69.8	15.1

1/ Too few stores represented to permit showing as a separate category.  
 2/ Data for New York City and Chicago not included in regional totals.

Source of data: National retail store audit conducted by Industrial Surveys Co., Inc., under RMA contract.

Components do not equal totals because some stores carry more than one type of a particular product.

Table 14.- Percentage of retail food stores handling certain fresh fruits other than citrus,  
November 1949

Classification	Pears	Grapes	Bananas	Eastern	Western	Apples	
						Unclassified	Total
U. S. total	31.7	52.0	66.7	49.7	41.9	1.7	79.9
<u>Volume of store business:</u>							
Under \$50,000	25.5	44.1	61.0	47.3	35.9	1.9	76.1
\$50,000 to \$100,000	36.8	64.2	78.2	51.5	48.6	.8	85.7
\$100,000 to \$500,000	59.1	82.0	86.8	60.0	67.1	2.2	94.8
Over \$500,000	84.0	90.4	76.5	70.9	78.7	1.5	95.2
<u>Type of store management:</u>							
National chains	89.3	96.3	85.4	84.3	63.3	1.9	100.0
Regional and local chains	64.8	78.0	68.7	66.0	58.5	1.4	86.6
Independent groceries	28.8	49.8	66.2	48.1	40.7	1.8	79.1
All others <sup>1/</sup>							
<u>City size, population:</u>							
Under 10,000	21.2	50.6	70.4	45.8	42.7	2.1	80.7
10,000 to 100,000	39.0	60.3	72.6	59.8	41.0	.6	86.9
100,000 to 500,000	42.8	56.0	69.6	46.1	50.5	3.9	88.7
Over 500,000	46.8	44.0	47.7	49.9	36.3	.9	64.4
<u>Region 2/ or city:</u>							
Northeast	44.5	54.9	67.6	73.7	13.3	1.6	78.5
North Central	32.8	64.2	81.1	67.8	42.2	.7	88.0
South	16.0	45.6	63.9	37.5	49.7	3.1	80.5
Mountain and Southwest	20.5	46.1	62.0	9.1	77.5	1.5	84.2
Pacific	36.3	56.8	76.4	.8	87.8	2.4	90.4
New York City	39.8	33.7	35.4	43.1	27.6	.6	48.6
Chicago	60.9	50.8	62.6	49.7	60.3	3.9	88.3

1/ Too few stores represented to permit showing as a separate category.  
2/ Data for New York City and Chicago not included in regional totals.

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc.,  
under RMA contract.

Table 15.—Percentage of retail food stores handling certain canned juices other than citrus, November 1949

Classification	Apple			Grape			Pineapple		
	Qt. Glass	Qt. Other	Total Glass	Qt. Glass	Qt. Other	Total Glass	No. 2 Total	Other Total	Total
U. S. total	35.5	18.3	44.4	49.4	56.1	74.1	64.3	45.8	74.1
Volume of store business:									
Under \$50,000	27.1	12.6	34.7	40.3	49.1	67.3	60.4	37.4	70.3
\$50,000 to \$100,000	49.9	25.3	62.6	67.5	68.1	89.0	73.6	63.7	82.6
\$100,000 to \$500,000	63.4	40.0	74.9	77.3	79.4	93.1	77.0	71.8	85.9
Over \$500,000	88.5	65.9	97.7	88.6	99.0	100.0	56.3	70.1	77.6
Type of store management:									
National chains	79.3	47.5	80.2	86.7	92.5	100.0	66.1	60.7	73.3
Regional and local chains	69.6	41.5	82.8	78.1	82.2	91.3	78.6	73.3	88.7
Independent groceries	33.0	16.7	42.0	47.2	54.2	72.8	63.6	44.2	73.5
All others <sup>1/</sup>									
City size, population:									
Under 10,000	26.8	15.9	36.1	45.0	51.2	70.2	59.8	38.0	69.8
10,000 to 100,000	41.0	18.9	49.5	51.3	65.7	80.0	71.0	51.6	80.1
100,000 to 500,000	42.3	32.3	57.5	57.6	67.9	82.5	64.1	57.1	77.6
Over 500,000	49.9	17.2	54.8	55.1	51.9	73.4	68.6	54.7	76.9
Region 2/ or city:									
Northeast	42.5	14.4	48.2	48.4	57.1	78.5	76.2	54.0	83.4
North Central	28.4	19.0	40.3	53.5	61.1	81.5	68.6	48.4	82.5
South	16.5	16.0	27.4	33.0	45.6	56.6	51.1	29.0	59.1
Mountain and Southwest	41.6	22.5	52.0	57.9	70.7	82.5	66.2	53.2	79.5
Pacific	74.1	43.7	83.0	77.8	65.7	89.9	33.2	35.2	46.4
New York City	55.8	12.2	57.5	59.1	45.3	70.7	71.3	56.9	74.6
Chicago	38.0	26.3	52.0	56.4	44.1	72.6	63.1	53.1	83.8

See footnotes at end of table.

(Continued)

Table 15.- Percentage of retail food stores handling certain canned juices other than citrus, November 1949-continued

Classification	Qt. Glass	Other	Total	Prune			Tomato		
				%	%	%	No. 2	Other	%
U. S. total	62.9	21.1	68.0	73.3	75.7	92.6			
Volume of store business:									
Under \$50,000	54.8	16.6	60.2	69.8	69.4	91.0			
\$50,000 to \$100,000	80.7	26.8	85.6	80.4	90.6	96.3			
\$100,000 to \$500,000	87.1	36.9	90.8	83.6	91.8	96.9			
Over \$500,000	92.5	70.1	95.5	94.8	100.0	100.0			
Type of store management:									
National chains	92.6	58.1	99.1	91.6	100.0	100.0			
Regional and local chains	90.6	44.1	92.8	85.2	89.3	96.4			
Independent groceries	61.1	19.4	66.3	72.3	74.6	92.2			
All others 1/									
City size, population:									
Under 10,000	55.4	16.1	59.7	71.0	72.6	93.4			
10,000 to 100,000	71.0	22.9	76.1	76.1	78.7	93.5			
100,000 to 500,000	69.4	31.7	79.1	74.5	83.5	97.5			
Over 500,000	71.0	27.9	76.0	75.8	76.7	86.7			
Region 2/ or city:									
Northeast	73.6	15.9	75.7	77.3	71.9	96.0			
North Central	73.0	16.9	76.5	74.4	90.8	95.3			
South	39.4	15.4	44.3	64.4	60.3	88.6			
Mountain and Southwest	57.5	32.7	71.0	74.9	80.6	96.1			
Pacific	75.5	50.4	86.1	88.2	91.7	98.0			
New York City	68.0	28.7	72.4	73.5	71.8	80.1			
Chicago	65.9	35.8	69.8	76.5	76.5	92.2			

1/ Too few stores represented to permit showing as a separate category.  
 2/ Data for New York City and Chicago not included in regional totals.

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc.,  
 under RMA contract.

Table 16.—Percentage of retail food stores handling canned fruits, November 1949

Classification	Applesauce			Apricots			RSP cherries			Cranberry sauce		
	No. 2	No. 2	Other	No. 2	No. 2	Other	Total	No. 2	Other	Total	No. 2	Other
U. S. total	72.5	16.3	77.5	58.5	30.5	67.0	56.7	8.0	58.7	76.2	9.1	78.4
Volume of store business:												
Under \$50,000	66.9	13.3	72.5	49.7	22.2	58.7	49.0	6.5	50.5	70.2	6.8	72.5
\$50,000 to \$100,000	83.0	18.5	87.7	77.6	45.8	86.9	72.0	9.6	76.0	91.4	11.6	94.1
\$100,000 to \$500,000	90.5	29.3	93.0	83.4	57.2	89.0	80.1	14.7	82.5	90.4	20.4	91.9
Over \$500,000	96.6	47.5	96.6	97.6	75.5	98.6	96.1	19.5	96.1	100.0	11.3	100.0
Type of store management:												
National chains	97.0	42.7	97.5	95.4	70.0	99.1	95.1	22.0	96.0	99.1	30.0	99.7
Regional & local chains	94.6	32.0	94.6	85.7	58.9	91.8	81.1	10.0	82.0	90.1	17.0	90.1
Independent groceries	70.9	15.1	76.2	56.4	28.4	65.1	54.8	7.7	56.8	75.0	8.3	77.4
All others 1												
City size, population:												
Under 10,000	65.9	12.8	70.0	57.5	25.2	64.2	64.1	11.0	66.5	72.4	7.4	75.3
10,000 to 100,000	80.0	17.3	85.6	62.3	32.5	70.4	60.5	5.1	61.3	80.9	8.4	81.4
100,000 to 500,000	80.1	23.5	87.6	56.1	35.8	69.6	48.9	7.2	51.5	81.7	14.9	86.1
Over 500,000	77.9	21.6	83.4	57.7	40.1	69.4	35.3	3.7	36.9	78.1	11.8	79.6
Region 2/ or city:												
Northeast	83.7	20.0	89.6	52.8	30.8	67.8	46.2	4.3	47.5	82.4	12.0	86.3
North Central	82.9	11.8	85.7	79.3	35.4	84.1	86.4	13.5	88.6	86.8	3.3	88.9
South	55.0	15.2	60.9	37.7	8.5	40.0	49.8	6.5	50.8	60.1	2.4	60.6
Mountain and Southwest	61.0	7.9	62.3	64.8	47.5	76.8	65.8	12.6	69.6	12.8	72.9	
Pacific	77.0	19.2	85.7	75.8	61.7	87.3	58.2	8.6	61.2	82.0	10.1	85.9
New York City	68.0	29.3	76.2	56.9	35.9	68.0	14.9	3.9	17.7	75.1	17.1	76.8
Chicago	87.7	14.5	91.6	60.9	39.2	71.0	60.3	1.7	60.3	90.0	5.0	90.5

Footnotes on last page.

(Continued)

Table 16- Percentage of retail food stores handling canned fruits, November 1949 - continued

Classification	Fruit cocktail			Clingstone peaches			Freestone peaches		
	16 or 17 oz.	No. 2½ oz.	Other can	No. 2½ oz. can	Other can	Total can	No. 2½ oz. can	Other can	Total can
U. S. total	70.7	64.9	38.0	88.1	83.6	52.7	83.3	42.5	19.8
Volume of store business:									
Under \$50,000	63.8	56.0	28.4	84.6	79.7	45.6	85.6	35.3	14.7
\$50,000 to \$100,000	86.0	85.3	55.1	97.1	92.2	66.4	94.6	53.8	29.1
\$100,000 to \$500,000	91.1	89.9	69.2	96.8	94.6	74.5	95.7	68.5	34.9
Over \$500,000	92.4	97.9	90.8	98.9	100.0	89.3	100.0	85.6	53.6
Type of store management:									
National chains	99.0	96.7	79.2	100.0	100.0	79.2	100.0	79.9	53.2
Regional and local chains	87.4	91.3	82.2	98.7	95.6	84.4	95.6	80.9	45.6
Independent groceries	69.4	60.3	35.2	87.4	82.8	50.7	87.8	40.1	18.0
All others 1/									
City size, population:									
Under 10,000	65.5	61.8	20.3	86.8	84.9	42.6	88.4	42.1	17.0
10,000 to 100,000	73.6	65.2	40.8	87.4	83.5	65.4	89.5	46.4	25.1
100,000 to 500,000	84.5	72.3	46.0	98.1	82.4	53.5	91.3	46.6	23.7
Over 500,000	75.1	69.8	51.9	87.8	80.9	64.8	85.2	36.8	18.9
Region 2/ or city:									
Northeast	69.4	69.7	36.7	93.9	86.2	54.2	90.9	42.6	21.4
North Central	82.1	73.3	41.4	95.8	92.6	54.4	95.9	50.4	22.0
South	57.1	47.6	18.0	74.3	74.8	33.8	79.9	37.0	15.2
Mountain and Southwest	72.8	64.7	46.6	92.4	86.2	70.4	94.1	37.1	21.0
Pacific	83.2	78.5	61.4	95.5	83.5	66.2	90.3	60.9	31.7
New York City	70.7	69.1	59.1	80.1	76.2	63.0	77.9	29.8	9.9
Chicago	72.1	60.3	49.7	88.8	72.6	69.8	81.6	53.1	35.8

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(Continued)

Table 16.- Percentage of retail food stores handling canned fruits, November 1949 - continued

Classification	No. 2½ :			No. 1 :			Pineapple			Grapefruit sections		
	can	flat	Other	Total	Other	Total	can	Other	Total	can	Other	Total
U. S. total	66.4	43.2	74.6	58.2	75.1	86.3	56.4	13.4	59.4			
Volume of store business:												
Under \$50,000	58.2	34.7	67.6	52.7	70.3	83.5	49.4	9.6	52.1			
\$50,000 to \$100,000	84.9	58.3	91.6	71.6	89.1	95.1	69.2	17.1	73.1			
\$100,000 to \$500,000	90.0	72.2	93.7	73.5	84.1	91.0	79.4	28.7	83.1			
Over \$500,000	87.1	83.9	94.8	69.6	84.5	93.3	88.4	49.4	96.0			
Type of store management:												
National chains	89.9	77.1	96.7	76.6	73.6	86.7	90.5	26.9	93.7			
Regional & local chains	90.9	70.2	94.5	77.9	86.1	94.2	81.6	31.4	84.1			
Independent groceries	64.8	41.3	73.3	56.8	74.6	86.0	54.4	12.3	57.4			
All others 1/												
City size, population:												
Under 10,000	62.4	33.6	69.4	58.0	72.2	86.3	47.5	8.0	49.7			
10,000 to 100,000	71.9	48.2	78.6	57.4	79.4	87.6	65.5	13.4	67.8			
100,000 to 500,000	67.3	50.2	79.0	54.5	81.7	89.7	64.3	20.0	72.1			
Over 500,000	70.2	60.4	82.1	61.6	74.4	83.3	66.2	25.2	70.0			
Region 2/ or city:												
Northeast	72.4	45.2	81.5	57.4	76.0	90.4	70.0	19.0	75.1			
North Central	78.6	42.3	81.9	58.2	84.4	91.2	74.8	7.2	76.2			
South	44.7	23.7	52.0	56.6	65.7	82.2	23.6	4.7	26.1			
Mountain and Southwest	69.2	57.0	83.1	71.1	82.3	90.8	36.0	7.2	37.5			
Pacific	81.2	63.7	92.8	36.4	64.6	69.2	80.8	35.3	84.7			
New York City	64.1	60.2	75.1	63.5	69.1	78.5	65.2	29.8	69.1			
Chicago	63.1	62.6	82.7	55.3	83.2	88.3	62.0	20.1	65.9			

1/ Too few stores represented to permit showing as a separate category.

2/ Data for New York City and Chicago not included in regional totals.

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 17.- Percentage of retail food stores handling dried fruits, November 1949

Classification		Dried prunes		Raisins		Dried apricots		Dried peaches	
\$1 lb.		2 lb.		Other		Total		Total	
scarton		scarton		Total		Other		Total	
-- -- --		percent		-- -- --		-- -- --		-- -- --	
U. S. total		56.6	18.8	10.1	69.0	57.5	30.4	78.2	17.2
Volume of store business:									
Under \$50,000		52.3	10.2	6.7	61.2	50.6	25.9	72.8	10.6
\$50,000 to \$100,000		28.6	17.2	85.6	73.3	36.0	30.1	26.2	10.3
\$100,000 to \$500,000		53.0	19.9	86.7	74.6	49.5	38.0	37.5	21.2
Over \$500,000		67.4	87.7	31.0	95.6	50.1	100.0	49.6	54.1
Type of store management:									
National chains		84.6	70.2	26.5	98.5	87.8	51.5	97.2	67.0
Regional & local chains		73.8	62.5	13.4	88.7	67.6	52.4	91.5	51.6
Independent groceries		55.2	15.8	9.6	67.5	56.4	28.9	77.3	51.6
All others 1/									
City size, population:									
Under 10,000		51.4	18.8	8.9	65.7	51.5	32.9	75.8	13.5
10,000 to 100,000		55.3	19.7	10.6	68.5	64.2	30.9	82.8	23.4
100,000 to 500,000		63.5	19.9	12.1	76.0	60.0	34.3	85.2	18.5
Over 500,000		69.5	17.3	11.3	75.2	64.6	20.6	75.8	19.4
Region 2/ or city:									
Northeast		64.0	18.1	6.0	71.6	62.4	27.0	83.8	20.5
North Central		70.0	24.9	7.9	84.4	66.0	35.2	90.2	27.3
South		42.3	6.0	6.3	48.2	43.6	21.6	62.0	6.6
Mountain and Southwest		36.8	22.3	23.3	66.4	48.9	46.5	78.1	12.0
Pacific		50.3	48.1	30.9	85.7	73.4	54.3	91.6	18.1
New York City		60.2	19.9	11.0	66.9	58.6	17.7	66.9	13.3
Chicago		79.3	10.1	7.3	82.1	62.0	32.4	80.5	28.5

Footnotes at end of table.

(Continued.)

Table 17.—Percentage of retail food stores handling dried fruits, November 1949—Continued

Classification	Dried figs		Dates		Dried apples		Dried pears	
	: 8 oz. cello-		: 8 oz. cello-		: 8 oz.		: 8 oz.	
	oz. cello-	Other	Total	phane wrap	Other	Total	oz.	Total
phane brick?	;	;	;	carton	;	;	carton	;
;	;	;	;	;	;	;	;	;
U. S. total	4.8	15.2	15.0	5.1	35.8	39.1	5.7	15.7
Volume of store business:								
Under \$50,000	3.0	9.8	11.9	2.9	25.8	28.4	5.2	10.9
\$50,000 to \$100,000	7.1	21.1	25.3	7.7	53.9	58.2	6.3	21.7
\$100,000 to \$500,000	10.2	36.0	40.0	12.5	69.9	74.9	8.4	31.4
Over \$500,000	29.1	66.5	78.5	30.7	81.4	92.9	5.5	33.8
Type of store management:								
National chains	28.9	60.3	68.0	38.4	74.4	85.7	—	33.2
Regional & local chains	13.8	48.2	55.1	11.3	64.8	71.6	9.8	27.9
Independent groceries	3.9	12.8	15.3	4.1	33.7	36.6	5.7	9.3
All others 1								14.6
City size, population:								
Under 10,000	1.9	8.6	10.0	3.1	33.6	35.6	8.4	13.7
10,000 to 100,000	7.7	19.6	22.8	5.6	46.2	49.6	3.6	9.3
100,000 to 500,000	5.4	21.3	24.4	5.4	36.9	39.0	5.1	8.1
Over 500,000	9.0	25.3	30.2	10.1	28.7	36.3	.3	4.3
Region 2/ or city:								
Northeast	5.1	20.0	21.8	4.9	35.7	39.4	1.5	21.6
North Central	4.1	14.4	17.5	4.6	56.1	58.8	1.9	11.8
South	1.6	5.1	6.2	1.6	13.5	14.7	1.7	13.0
Mountain and Southwest	3.4	6.9	10.0	2.3	45.7	47.0	8.9	18.7
Pacific	8.4	36.7	41.9	16.6	51.6	58.8	1.7	25.4
New York City	12.7	27.1	33.7	12.7	21.5	30.9	—	37.5
Chicago	9.5	18.4	23.5	3.9	38.0	39.7	3.9	3.3
								8.9
								5.0

1/ Too few stores represented to permit showing as a separate category.

2/ Data for New York City and Chicago not included in regional totals.

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under FSA contract. Components do not equal totals because some stores carry more than one package size of a commodity.

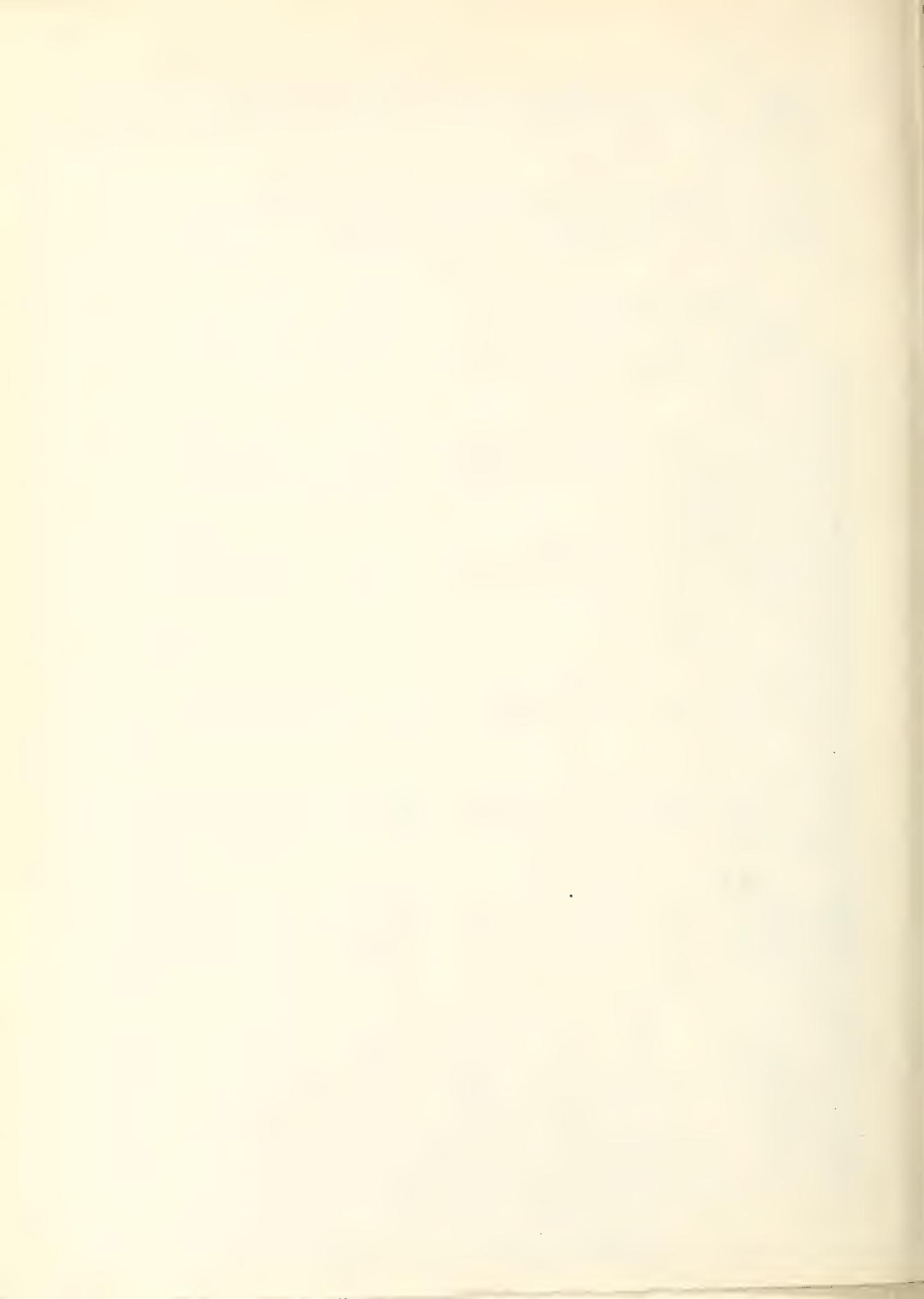
Table 18.- Retail inventory of dried fruits, November 1949

Classification	Dried prunes	Raisins	Dried figs	Dates	Dried apricots	Dried peaches	Dried apples	Dried pears
	Total 1/	Total 1/	Total 1/	Total 1/	Total 1/	Total 1/	Total 1/	Total 1/
U. S. total	11,935.9	13,272.7	2,031.7	3,464.2	2,374.7	2,214.9	866.4	103.8
Volume of store business:								
Under \$50,000	4,094.0	5,571.0	684.0	1,530.8	904.6	944.1	402.0	33.2
\$50,000 to \$100,000	2,398.6	3,013.0	386.4	658.1	525.3	427.0	165.7	14.6
\$100,000 to \$500,000	4,136.7	3,526.0	556.2	978.9	668.0	662.7	250.4	39.8
Over \$500,000	1,306.6	1,162.7	405.1	296.4	276.8	181.1	48.3	16.2
Type of store management:								
National chains	1,828.4	1,253.9	476.1	309.1	339.2	229.4	72.7	35.0
Regional and local chains	1,746.9	1,675.6	340.6	574.9	330.3	259.8	143.7	1.8
Independent groceries	8,336.9	10,265.7	1,215.0	2,574.8	1,691.2	1,719.3	650.0	67.0
All others 2/								1/2
City size, population:								
Under 10,000	4,573.9	6,671.0	381.3	1,950.7	899.4	1,320.1	597.8	52.2
10,000 to 100,000	3,263.0	3,587.2	564.8	798.4	727.4	556.5	156.7	20.0
100,000 to 500,000	1,192.2	1,231.3	409.6	272.7	213.4	140.7	64.0	15.5
Over 500,000	2,906.8	1,783.2	676.0	442.4	534.5	197.6	47.9	16.1
Region 3/ or city:								
Northeast	3,257.9	2,881.6	769.0	637.0	558.8	209.5	60.0	34.1
North Central	3,210.2	4,060.1	301.3	1,839.9	738.5	469.9	33.3	25.6
South	1,533.8	2,381.2	156.0	248.7	264.0	977.6	475.2	8.7
Mountain and Southwest	943.1	1,679.7	84.6	266.9	364.2	347.4	222.1	12.9
Pacific	1,275.2	1,306.7	182.3	251.3	128.5	104.3	49.4	9.0
New York City	1,458.6	748.4	485.4	170.5	264.1	70.0	17.2	13.5
Chicago	257.1	215.0	53.1	49.9	56.6	36.2	9.2	—

1/ Included paper bags, film bags and bricks, bulk, etc.

2/ Too few stores represented to permit showing as a separate category.

3/ Data for New York City and Chicago not included in regional totals.



Section III

The availability of fresh fruits is shown in tables in Sections I and II by giving the number of retail food stores in which each fruit was on sale, as a percentage of the total number of retail food stores in the sample. However, included in this total number of stores are some that customarily do not handle any fresh fruits or vegetables. Therefore, an additional tabulation is given in this Section basing availability of fresh fruits on only those stores that usually handle some fresh fruits or vegetables. This is done by expressing the number of stores with fresh fruits on hand as a percentage of those retail food stores in the sample that customarily handle any fresh fruits or vegetables.

Table 19-Fresh fruits: Availability in retail food stores which customarily handle any fresh fruits or vegetables, August and November 1949

Commodity	August : 1949	November : 1949	Commodity	August : 1949	November : 1949
	-- percent --			-- percent --	
<u>Oranges:</u>					
California-Arizona	65.4	58.9	Peaches	53.9	5/
Florida	1/	42.0	Pears	2/	36.7
Texas	1/	6.7	Plums	37.3	5/
Unspecified	14.1	--	Bananas	71.2	77.2
Total	77.6	89.1	Berries (all)	7.3	5/
<u>Grapefruit:</u>					
California-Arizona	2/	10.5	Grapes	43.5	60.2
Florida	2/	30.5	Watermelons	37.6	5/
Texas	2/	19.6	Cantaloupes and	50.2	5/
Total	2/	61.0	Other melons		
Lemons	89.2	84.4			
<u>Apples:</u>					
Eastern	3/	57.4			
Western	4/	48.4			
Unclassified	2/	2.0			
Total	2/	92.4			

1/ Not shown separately.

2/ Not included in August audit.

2/ Included apples produced in North Dakota, South Dakota, Nebraska, Kansas, Oklahoma, Texas, and all States to the east.

4/ Included apples produced in all States to the west of those listed in footnote 3.

5/ Not included in November audit.

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 20.—Stores with fresh citrus fruits available as percentage of retail food stores customarily handling any fresh fruits or vegetables, November 1949

Classification		Oranges		Lemons		Califor- nia		Florida		Texas		Total	
U. S. total	Arizone	Texas	Total	U. S.	Arizone	U. S.	Arizone	U. S.	Arizone	U. S.	Arizone	U. S.	Arizone
Volume of store business:													
Under \$50,000	58.9	42.0	6.7	89.1	84.4	10.5	30.5	19.6	61.0				
\$50,000 to \$100,000	53.5	39.6	4.6	85.4	78.9	8.6	26.5	12.9	49.7				
\$100,000 to \$500,000	70.3	39.7	12.7	97.0	95.5	14.4	35.2	33.2	81.9				
\$500,000 and over	70.6	57.3	9.7	98.5	98.9	14.3	45.2	37.5	93.6				
Type of store management:													
National chains	70.4	76.8	1.3	94.4	97.7	19.7	66.0	18.0	92.1				
Regional and local chains	65.4	60.0	9.5	100.0	98.9	9.8	49.6	33.3	89.3				
Independent groceries	58.1	40.3	6.8	88.4	83.3	10.4	28.6	19.1	58.8				
All others 1/													
City size, population:													
Under 10,000	50.5	41.2	7.2	87.2	81.6	9.5	23.6	18.4	53.1				
10,000 to 100,000	66.2	39.2	9.0	90.5	86.5	12.8	32.4	21.7	66.5				
100,000 to 500,000	60.6	43.2	7.8	91.4	91.3	11.8	26.5	28.0	66.5				
500,000 and over	76.7	48.9	.3	92.4	86.5	9.7	55.1	15.3	77.4				
Region 2/ or city:													
Northeast	68.9	50.1	—	92.7	82.1	9.2	47.0	1.6	59.3				
North Central	85.3	33.3	6.6	95.6	88.3	11.4	20.5	42.5	75.6				
South	8.9	67.0	1.7	77.4	78.3	2.4	31.3	2.9	38.8				
Mountain and Southwest	53.3	2.5	42.1	86.2	86.2	9.2	2.6	47.7	58.6				
Pacific	92.9	—	.3	93.4	92.9	56.1	8.1	21.4	76.3				
New York City	78.6	54.1	—	92.9	89.8	5.1	78.6	2.0	82.7				
Chicago	73.8	50.0	.6	93.8	85.0	5.6	21.2	42.5	66.9				

Too few stores represented to permit showing as a separate category.

Data for New York City and Chicago not included in regional totals.

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under RMA contract. Components do not equal totals because some stores carry more than one type of a particular product.

Table 21.— Stores with certain fresh fruits other than citrus available as percentage of retail food stores customarily handling any fresh fruits or vegetables, November 1949

Classification	Apples				
	Pears	Grapes	Bananas	Eastern	Western
U. S. total	36.7	60.2	77.2	57.4	48.4
Volume of store business:				2.0	92.4
Under \$50,000	30.2	52.3	72.4	56.2	42.6
\$50,000 to \$100,000	40.9	71.3	86.9	57.2	54.0
\$100,000 to \$500,000	62.2	86.2	91.2	63.1	70.6
Over \$500,000	88.2	95.0	80.4	74.4	82.7
Type of store management:					
National chains	89.3	96.3	85.4	84.3	63.3
Regional and local chains	72.9	87.8	77.4	74.3	65.9
Independent groceries	33.5	57.9	76.9	55.8	47.3
All others 1/					
City size, population:					
Under 10,000	23.6	56.2	78.3	50.9	47.5
10,000 to 100,000	42.7	66.1	79.6	65.5	44.9
100,000 to 500,000	47.2	61.8	76.8	50.8	55.7
Over 500,000	67.9	63.9	69.2	72.4	52.8
Region 2/ or city:					
Northeast	51.5	63.6	78.3	85.4	15.4
North Central	34.6	67.8	85.6	71.6	44.6
South	18.4	52.2	73.2	42.9	56.9
Mountain and Southwest	22.6	50.8	68.4	10.0	85.5
Pacific	38.6	60.4	81.2	.8	93.4
New York City	73.5	62.2	65.3	79.6	51.0
Chicago	68.1	56.9	70.0	55.6	67.5

1/ Too few stores represented to permit showing as a separate category.  
 2/ Data for New York City and Chicago not included in regional totals.

Source of data: National retail store audit conducted by Industrial Surveys Company, Inc., under RMA contract.



